

# Medif made with nature's integrity

Cherish the honesty of nature



MEDIF CO., LTD.

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The goal of Medif Co., Ltd. is to bring healthy smile and bright laugh for each one of our customers believing that nature is the best technology.



## Safe toothpaste containing **nature-oriented ingredients** free of harmful components.

It will protect your teeth with pure nature and organic ingredients.

Your health is our future.

Medif always embody natural ingredients originating from nature in our products and seek growth to better your life creating new life value.

To bring pure smile to your daily life, Medif will take one more step to make your life brighter and healthier believing in our sincere philosophy on life.

CEO Jang Myeong-won

Medif made with  
nature's integrity



Daegu · Kyungpook SMEs and Startups Director's Award



Korea SMEs and Startups Agency Minister's Award



Excellent Technology Company Certificate



Report confirming product free of harmful components.



Report confirming product free of harmful components such as CMIT





# MEDIF Toothpaste Series

MEDIF, a safe toothpaste for your teeth

## MEDI-f natural toothpaste

130g (4.58oz)

Sensitive teeth, gum disease  
Anti-plaque  
Removes bad breath

## MEDI-W whitening toothpaste

110g (3.88oz)

Teeth Whitening  
Prevents dental cavities  
Remove bad breath

## MEDI-i premium children's toothpaste

70g (2.47oz)

Prevents dental cavities  
Anti-plaque  
Removes bad breath



## MEDI-f gift set

20g × 5EA

Sensitive teeth, gum disease  
Anti-plaque  
Removes bad breath

## MEDI-f white toothpaste

130g (4.58oz)

Sensitive teeth, gum disease  
Anti-plaque  
Remove bad breath  
Teeth Whitening



# 01

## MEDI-f

MEDIF, a safe toothpaste for your teeth

Toothpaste for the whole family that you can trust  
We produce our toothpaste only with ingredients  
you can trust



### Medif portable toothpaste & Gift Set

Share your gratitude with the Medifran Gift Set.



Contains **99% purity silver leaf!**



Silver leaf is a natural preservative that suppresses bacterial growth, reduces oral infection rate, vitalizes damaged teeth and gums, and supplies calcium and phosphorus to teeth to make healthy and white teeth. It is also excellent for removing bad breath caused by coffee and tobacco, giving 12 hours of freshness.

**HAP**(Hydroxyapatite)-containing



It is a human-friendly ingredient with few irritation and by supplying nutrients to the damaged tooth surface, it eases the sensitive teeth and returns it to its original color with high adsorption, thereby adding beauty with a bright smile.

**PROPOLIS** extract-containing



Made by blending pollen and plant sap and beeswax by bees  
Propolis extract has been recognized for its antioxidant and antimicrobial function in the oral cavity.

# Free of 11 harmful ingredients

Eco-cert certified · eco-friendly toothpaste



## Paraben free

As a typical synthetic preservative, it is prohibited to add 5 kinds of parabens to food since 2008 because it can cause breast cancer when accumulating in the body.

## SLS free

As a surfactant widely used in daily supplies, there is irritating to skin cells and has side effects such as edema. One kind of substance causing mouth odor.

## Tar color free

It is a synthetic coloring agent used for coloring, and it is controversial as the cause of ADHD.

## Triclosan free

It is used as antimicrobial for toothpaste, but at cumulative exposure, at cumulative exposure, in consideration of harmful effects, it is restricted to use from 2016.

## Animal harmful ingredient free

Animal harmful ingredients are not Added.

## Sodium benzoate free

As a preservative widely used worldwide, this is a serious hazard component related to carcinogenesis, skin diseases, etc.

## CMIT/MIT free

It is known as a humidifier disinfectant ingredient and its use as a preservative in toothpaste is prohibited in Korea.

## Artificial fragrance free

It takes a long time to discharge from the body and there are side effects such as headache, dizziness and nausea.

## Mineral free

It is an oil made by refining petroleum. It may cause serious irritation to skin and impurities.

## Saccharin free

As a synthetic sweetener, it makes a strong sweetness of 300-500 times more than sugar. There is much controversy whether it is a carcinogen.

## Fluorine free

It is a component that prevents dental caries, but teeth may become stained and side effects such as vomiting and abdominal pain may occur.



Toothpaste approved and registered by the Ministry of Food and Drug Safety



# + MEDIF Major Ingredients

Good toothpaste without chemical raw materials and replaced them with botanical extracts

MEDIF is contains purity combined with creative technology and sincere philosophy of life.



Sage

As a kind of herb, ingredients that prevent gum inflammation and act as a preservative



Aloe Vera

A non-toxic hypoallergenic ingredient that helps to relieve inflammation of the gums and strengthen teeth



Licorice extract

A better whitening effect than other natural products and relieves inflammation of the mouth



Eucalyptus

As a kind of herb, ingredients that prevent gum inflammation and act as a preservative



Chamomile

Prevention of gum disease



Grapefruit seed extract

Natural preservative



99% pure beaten silver

Bad breath removal, tartar removal



Peppermint oil

Caries prevention



Xylitol

Caries prevention



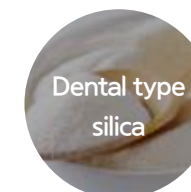
Sopora extract

Immunity help



Anethole

Anti-inflammatory



Dental type silica

Low irritant abrasive



Aluminium Chlorohydroxy Allantoinate

Oral mucosal protection



# 03 Medi-W Whitening Toothpaste

Customer Satisfaction Survey Results

: More than were 90% satisfied!

Toothpaste that whitens teeth and prevents dental cavities



Easily whiten teeth just by brushing 3 times a day  
You can proudly show your beautiful and dazzling smile.

Free of **6 harmful ingredients**



color, preservative, chemical detergent, paraben, triclosan, saccharin

Good toothpaste replaced them with **botanical extracts**



The product will strengthen the internal barriers of mouth and have strong sterilizing effect as well as anti-bacterial function. It will remove yellow tint caused by smoking and coffee and whiten your teeth

Customer Satisfaction Survey Results:  
More than were **90%** satisfied!

The teeth became visibly brighter and the effect was noticeable. 97%

The ingredients are generally mild and did not have chemical smell. 94%

It is effective at removing bad breath. 98%



# 04

**MEDI-i** Quasi-drugs

## Children's Toothpaste

Safe, premium children's toothpaste  
that contains natural ingredients

MEDI-i for the healthy teeth  
of our precious children



### No CMIT / MIT



The ingredient is known as a humidifier disinfectant and the use as a toothpaste preservative is prohibited in Korea.

### ECOCERT, USDA certified extract



Eucalyptus extract, sage extract, aloe extract, matricaria extract, green tea extract

### Free of 5 harmful ingredients



This product is free of artificial components and offer safe usage.  
preservative, chemical detergent, paraben, triclosan, saccharin

### Premium toothpaste for our children

Protect your child's gums and teeth with Medi-I toothpaste.  
We make this product with the motto, 'the toothpaste I want to give my child'.

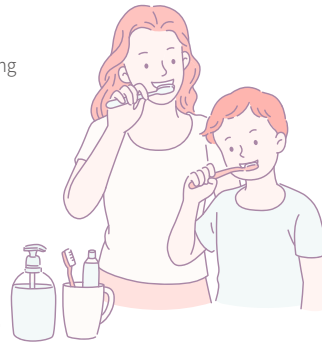


# How to use of MEDIF

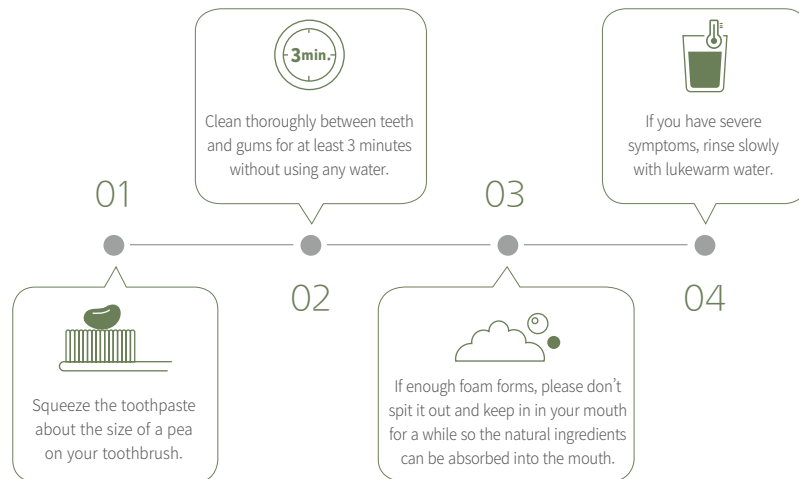
ECOCERT certified · Natural toothpaste

## It is recommended for those!

- ✓ If your gums have weakened and have sensitive teeth during or after pregnancy,
- ✓ If your gums swell up and bleed
- ✓ If you do not feel refreshed after brushing your teeth,
- ✓ If you have sensitive teeth after eating cold or hot food
- ✓ A person with bad breath due to coffee, tobacco, etc.
- ✓ Children who have frequent dental cavity from eating sweet food
- ✓ If you have frequent dental visits before and after implants



## How to use



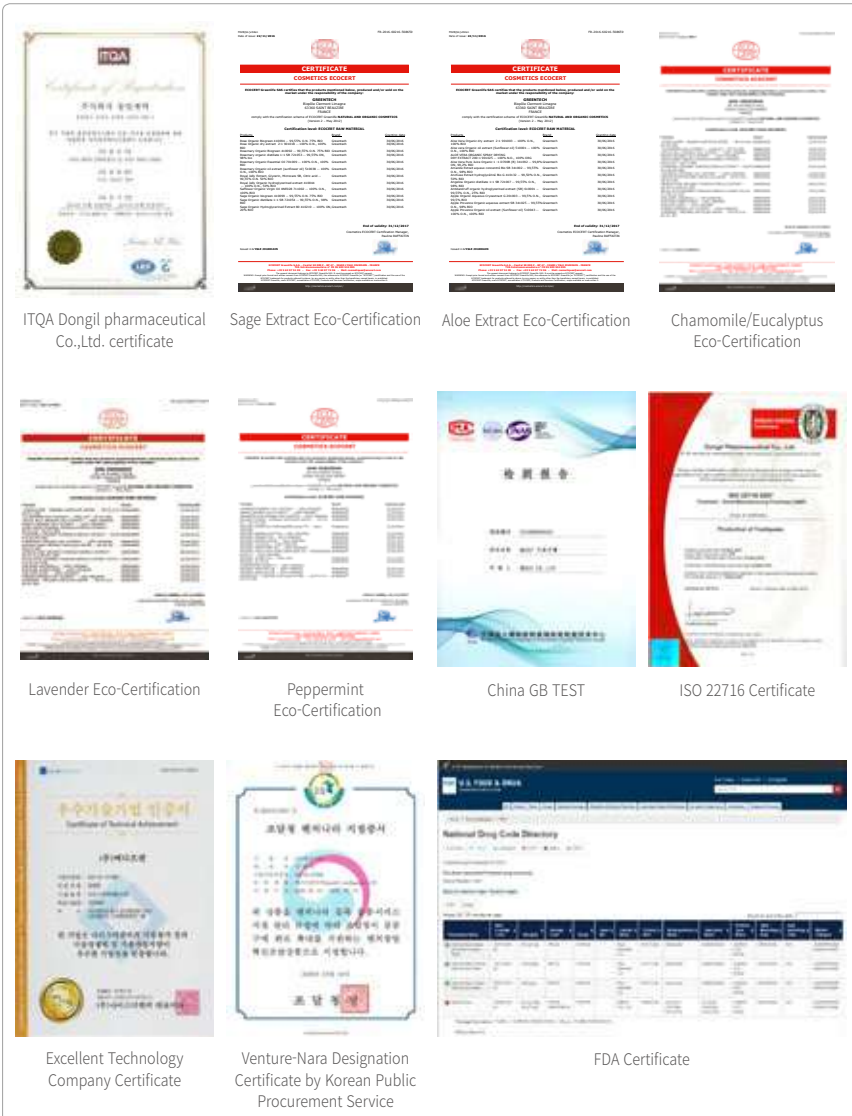
## Cautions

- Do not use the product for purposes other than as a toothpaste.
- Keep the product out of the reach of infants.
- Avoid storing in high temperature or direct sunlight and keep it in cool place.
- Do not ingest. Spit out immediately and consult to medical professional if ingested by mistake.

\* Please refer to the official Medif website ([www.medif.co.kr](http://www.medif.co.kr)) and details included in the product package for information on all ingredients or other information.

# Certifications

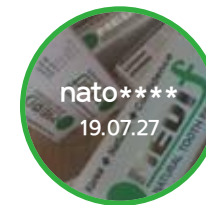
ECOCERT certified · Natural toothpaste



# Customer Reviews

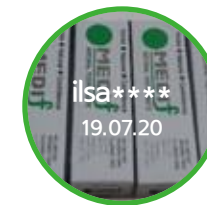
Please see the vivid reviews written by the customers who chose Medif

Store farm user net rating **4.8점** 4.8/5 points as of December 2019



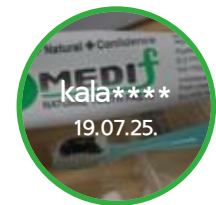
★★★★★

Previously my family had no problem with teeth. So we didn't care about it. However, after my parents teeth became weak and uncomfortable, we looking for a good toothpaste.



★★★★★

Recently, my gums have weakened, so I changed all my toothpaste and toothbrush. I heard that MEDIF toothpaste is good for the gums and periodontal, so I decided to use this.

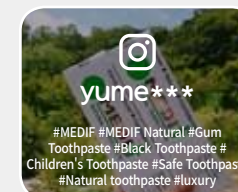


★★★★★

I using it even in company. Very nice and refreshing! The toothpaste's color is black, so my colleagues are curious about this.

## Instagram BEST Reviews

Vivid and real reviews from customers who have used the products.



The toothpaste was black but when I brush my teeth it turns white. It's cool and tidy, so I keep using it. Let's make our gums healthy with natural toothpaste ♡



It's Extremely refreshing! I'm so appreciate MEDIF toothpaste. Because it made with natural products, It can also safely use for infants and pregnant women. In addition, pure beaten silver enters each item, So It gives refreshing feeling to your mouth.



Every day, and Third times each, We use Toothpaste, so I carefully selected it. There are no hazardous ingredients. It also contains 99% pure beaten silver, which inhibits bacterial growth.

# 02 MEDIF White

MEDIF, a safe toothpaste for your teeth



Do you want to get both oral health care and teeth whitening at the same time?  
The answer is MEDIF White Toothpaste!

## Safe Whitening Toothpaste with body-friendly ingredients

As it contains natural ingredients, it is safe toothpaste without harmful ones. So, all the people even the elderly, pregnant women, and children can use it.

## Instead of oxygenated water, extracts from lettuce and dried orange peel are contained

Experience safer and clearer whitening effects with extracts from lettuce and dried orange peel that have whitening effects instead of oxygenated water.

## 99% pure silver particles are contained

As a natural supplement, they reduce rate of infection in the mouth and revitalize damaged teeth and gums. As they also supply calcium and phosphorus to teeth, they make your teeth health and bright.

## A patented substance, acai berry extracts, are contained

When applying acai berry hot water extracts (ABWE) on wounds on mucous membrane of the mouth, you can see quick healing of the wounds as they stimulate the movement of cells around. Moreover, they are also used as treatment medicine for mouth diseases.





## Black natural toothpaste containing shining silver particles!

Its color is not an artificial one that uses pigments; rather its formulation is black as it includes 'acai berries,' which are natural ingredients. As 99% pure silver particles are used as its base, you can notice the silver particles shining in the formulation. The silver particles are absorbed in the body, and they supply calcium and phosphorus to damaged teeth. As the silver particles are strong antibacterial agent, they inhibit the growth of bacteria and decrease rate of infection in the mouth. They are also highly effective in removing bad breath due to coffee or cigarettes.

## Free of 12 harmful ingredients

Eco-cert certified · eco-friendly toothpaste



### Paraben free

As a typical synthetic preservative, it is prohibited to add 5 kinds of parabens to food since 2008 because it can cause breast cancer when accumulating in the body.

### Oxygenated water free

Oxygenated water, which is usually used for teeth whitening in a dental clinic, can possibly damage teeth and gums.

### Mineral free

It is an oil made by refining petroleum. It may cause serious irritation to skin and impurities.

### Triclosan free

It is used as antimicrobial for toothpaste, but at cumulative exposure, at cumulative exposure, in consideration of harmful effects, it is restricted to use from 2016.

### Artificial fragrance free

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### Animal harmful ingredient free

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